

**AN ANALYSIS ON THE SERVICE QUALITY
PERFORMANCE BY SERI WARISAN RESORT**

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**Submitted In Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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2006

LETTER OF TRANSMITTAL

April 2006
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "AN ANALYSIS ON THE SERVICE QUALITY PERFORMANCE BY SERI WARISAN RESORT" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

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DECLARATION ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

5 MAY 2006

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ABSTRACT

This research is study on service quality at Seri Warisan Resort. Service is an act or performance that creates benefit for customers by bringing about a desired change in- or on behalf of –the recipient. Quality is the degree to which a service satisfies customers by meeting their needs, wants and expectation. The objectives of the research are to know the customer awareness, to know the level of service and know the guest perception on the service provided. This study identifies the four hotel factors which are staff service quality, general amenities, room quality and value. The data are collected by distributed 100 questionnaires to 100 respondents. Respondents are the guests who visit the resort. A questionnaire with five-point Likert Scale is applied to measure customer satisfaction. Data is analyzed using SPSS software by frequency distribution, mean and cross tabulation. For the finding of this study, most of Seri Warisan Resort guest, feel moderate with the service provided. In order to achieve the guest expectation, Seri Warisan Resort can improve their service time to time.